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**Natrol® Launches Sleep+, A New Line of Melatonin Products
Designed to Plus Up Your Sleep**

The #1 Melatonin Brand in America[^] Takes Sleep Support to a New Level with a
Collection of Innovative Gummies Formulated for Adults and Kids

Chatsworth, CA (April 13, 2021) – Natrol LLC, a leading vitamins, minerals and supplements brand, today announced the launch of Natrol Sleep+, a line of innovative sleep aid gummies that are drug free and combine melatonin* and secondary ingredients with immune health, calm, and beauty benefits, each uniquely formulated to plus up your sleep. As more and more people seek healthy self-care products, this new line of sleep supplements from Natrol will help provide restful and revitalizing sleep. †



Natrol Sleep+ is a line of innovative sleep aid gummies that are drug free and combine melatonin and secondary ingredients with immune health, calm, and beauty benefits, each uniquely formulated to plus up your sleep.

An essential part of a person's overall health and well-being is sleep. A healthy sleep routine can boost your mood, improve memory, lower health risks, drive up productivity and strengthen your immune system. Natrol Sleep+, the #1 drug-free sleep aid brand in America[^], is a collection of melatonin gummies, with three adult formulas and two for kids, ages 4 and older.



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"The truth is, the past year has been filled with a variety of stressors, whether balancing busy work and family activities, adjusting to increased screen time or the dramatic shifts in schedules, our sleep-wake

cycles have definitely been affected," said Director of Product Management & Innovation for Natrol, Harel Shapira. "We know healthy sleep is a key ingredient to our daily wellness routine, so for those who are looking for more nourishing and revitalizing sleep, we're confident that the new Sleep+ products will provide safe and effective solutions for the entire family."

All of the new Natrol Sleep+ gummies are great-tasting, 100% drug-free, non-GMO, vegetarian & gelatin free, and free of synthetic dyes, artificial flavors, sweeteners or preservatives. The innovative blends include:

- **Natrol Sleep+ Immune Health** – supports a healthy immune system and helps you get revitalizing sleep.†
- **Natrol Sleep+ Calm** – helps calm an active mind and body to ease you to sleep.†
- **Natrol Sleep+ Beauty** – helps you get better sleep and wake up looking refreshed and renewed.†
- **Natrol Kids Sleep+ Immune Health** – supports a kid's healthy immune system and helps them get refreshing sleep.†
- **Natrol Kids Sleep+ Calm** – helps calm an active mind and body before bedtime to ease your child to sleep.†

New Natrol Sleep+ products can be found online and in the VMS aisle nationwide.

To learn more about new Natrol Sleep+, or other superior melatonin forms, like Fast Dissolve, Time Release and Liquid, visit www.Natrol.com. Also follow us on [Facebook](#), [Instagram](#) and [Twitter](#) for ongoing news and informative content.

About Natrol LLC

Born from a passion to improve human wellness worldwide, Natrol creates quality, innovative products that deliver positive health outcomes to help enhance everyone's quality of life. Founded in 1980 by Elliott Balbert, Natrol has evolved over the past few decades into one of the most recognized brands in the Vitamin, Mineral and Supplement category. Natrol is the #1 brand of Melatonin[^] and the #1 brand of 5-HTP[^]. Visit www.Natrol.com for more information.

† These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

[^]Nielsen, xAOC, 2/20/21

^{*}Melatonin is a solution for occasional sleeplessness.